



TravelSouth  
USA

**The American South - 'Where Music Was Born 2.0'**  
**Campaign Report**

**Presented April 2026**

# 2025 Campaign Snapshot.



**15,251,343 Impressions**  
203% over target



**3,280,158 Reach**  
219% over target



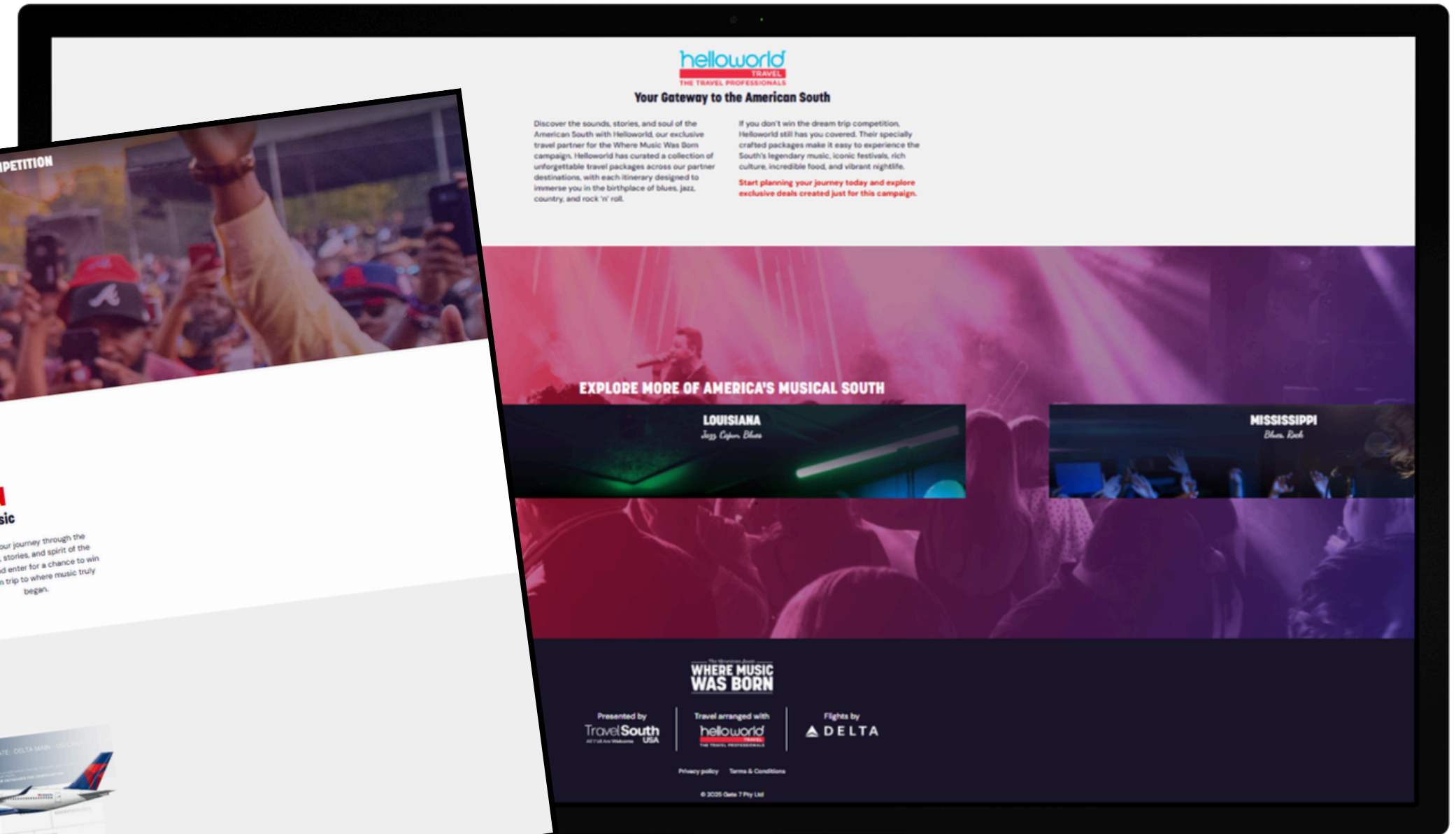
**40,499 Engagements on Site**  
28% over target



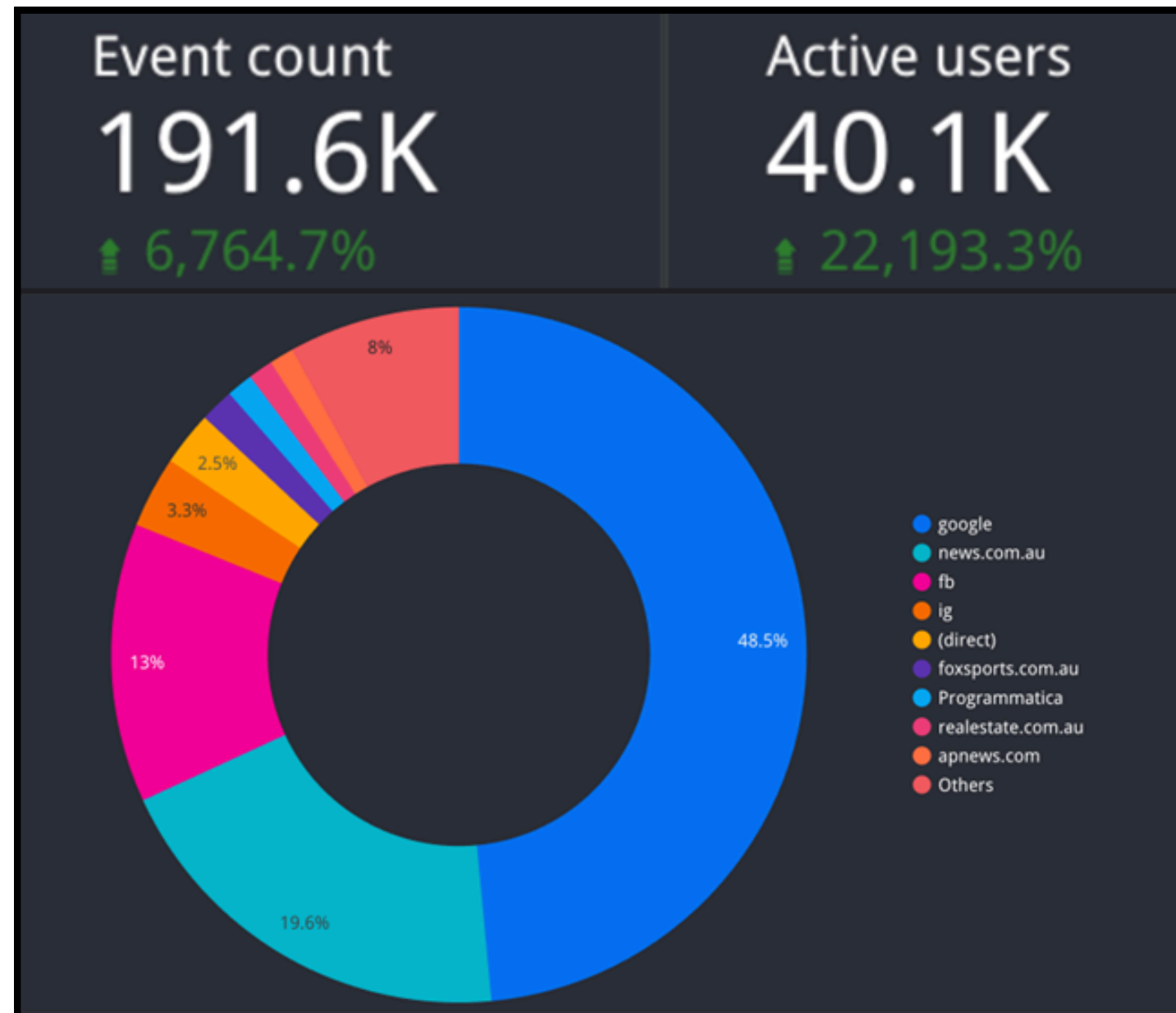
**622 Entries**  
449 opt-ins



# The Campaign Microsite.



# Website Traffic Data - Main Campaign.



Website Event Count		
Event name ▾	Event count	% Δ
user_engagement	8,829	1,075.6% ↑
session_start	44,112	13,472.9% ↑
scroll	6,874	2,533.7% ↑
page_view	47,190	4,455.0% ↑
gtm.dom	38,284	31,803.3% ↑
form_submit	1,407	17,487.5% ↑
form_start	3,971	30,446.2% ↑
first_visit	39,934	22,209.5% ↑
click	987	907.1% ↑
<b>Grand total</b>	<b>191,588</b>	<b>6,764.5% ↑</b>

# Ads In-Situation - Main Campaign.

Curious where Jazz, Cajun & Blues was born?

Explore **LOUISIANA**

**& WIN A TRIP TO THE SOUTH!**

helloworld **WHERE MUSIC WAS BORN** DELTA

Explore The Home Of Music | Travel The Southern States Of The USA

Find out where to hear live music, join iconic festivals, and experience the south.

Close **Enter To Win**

Explore **KENTUCKY**

**& WIN A TRIP TO THE SOUTH!**

helloworld **WHERE MUSIC WAS BORN** DELTA

Win A Trip

Start your journey through the sounds, stories, and spirit of the South, and enter to win.

Explore **SOUTH CAROLINA**

**& WIN A TRIP TO THE SOUTH!**

helloworld **WHERE MUSIC WAS BORN** DELTA

Win A Trip

Where Music Was Born celebrates the rich musical heritage of the American South.

Travel South USA [Enter To Win](#)

Travel South USA Sponsored

Tennessee balances energy with ease – iconic music landmarks, walkable neighbourhoods, scenic countryside, and welcoming ...see more

Curious where Country, Blues & Rock n Roll was born?

Explore **TENNESSEE**

**& WIN A TRIP TO THE SOUTH!**

helloworld **WHERE MUSIC WAS BORN** DELTA

wheremusicwasborn.com/#c... **Win A Trip To Where Music Was Born** [Learn more](#)

211 37 comments

Like Comment Share

Travel South USA Sponsored

Mississippi: a place where music, history, food & culture sit side by side - wonderful to explore, easy to enjoy, and welcoming for ...see more

Curious where Blues & Rock was born?

Explore **MISSISSIPPI**

**& WIN A TRIP TO THE SOUTH!**

helloworld **WHERE MUSIC WAS BORN** DELTA

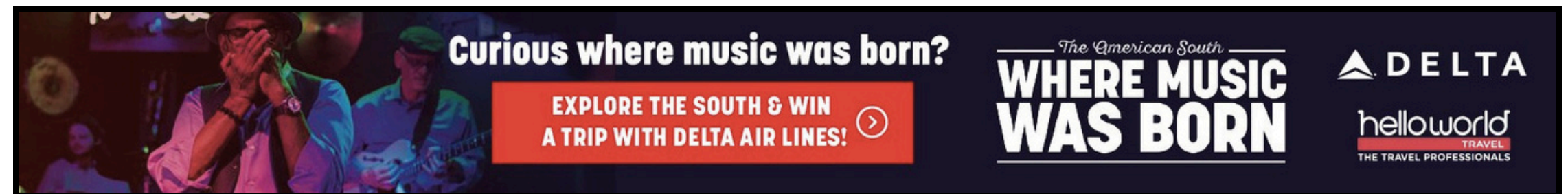
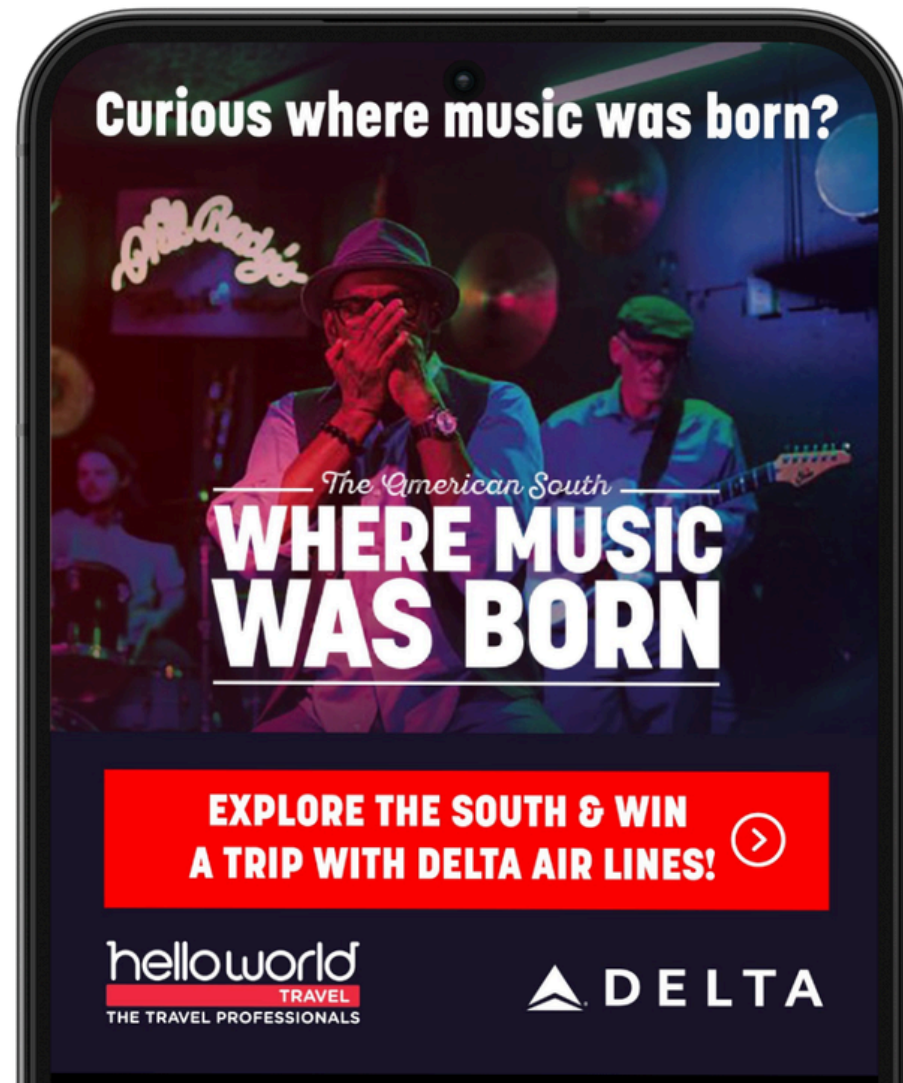
wheremusicwasborn.com/#c... **Win A Trip To Where Music Was Born** [Learn more](#)

144 15 comments

Like Comment Share

# Promotion: Traffic Drivers & Performance.

Impressions	Reach	Clicks
4,556,005	911,201	4,681





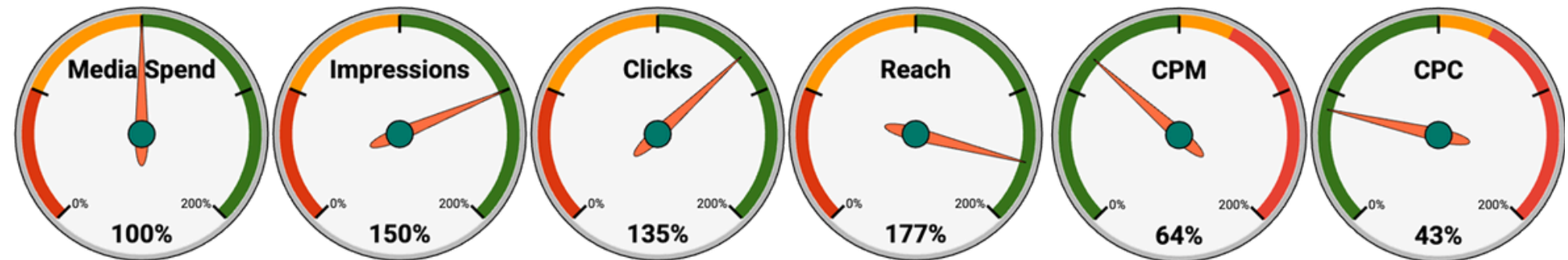
# South Carolina: Traffic Drivers & Performance.



Impressions	Reach	CTR
1,571,468	314,293	1,785

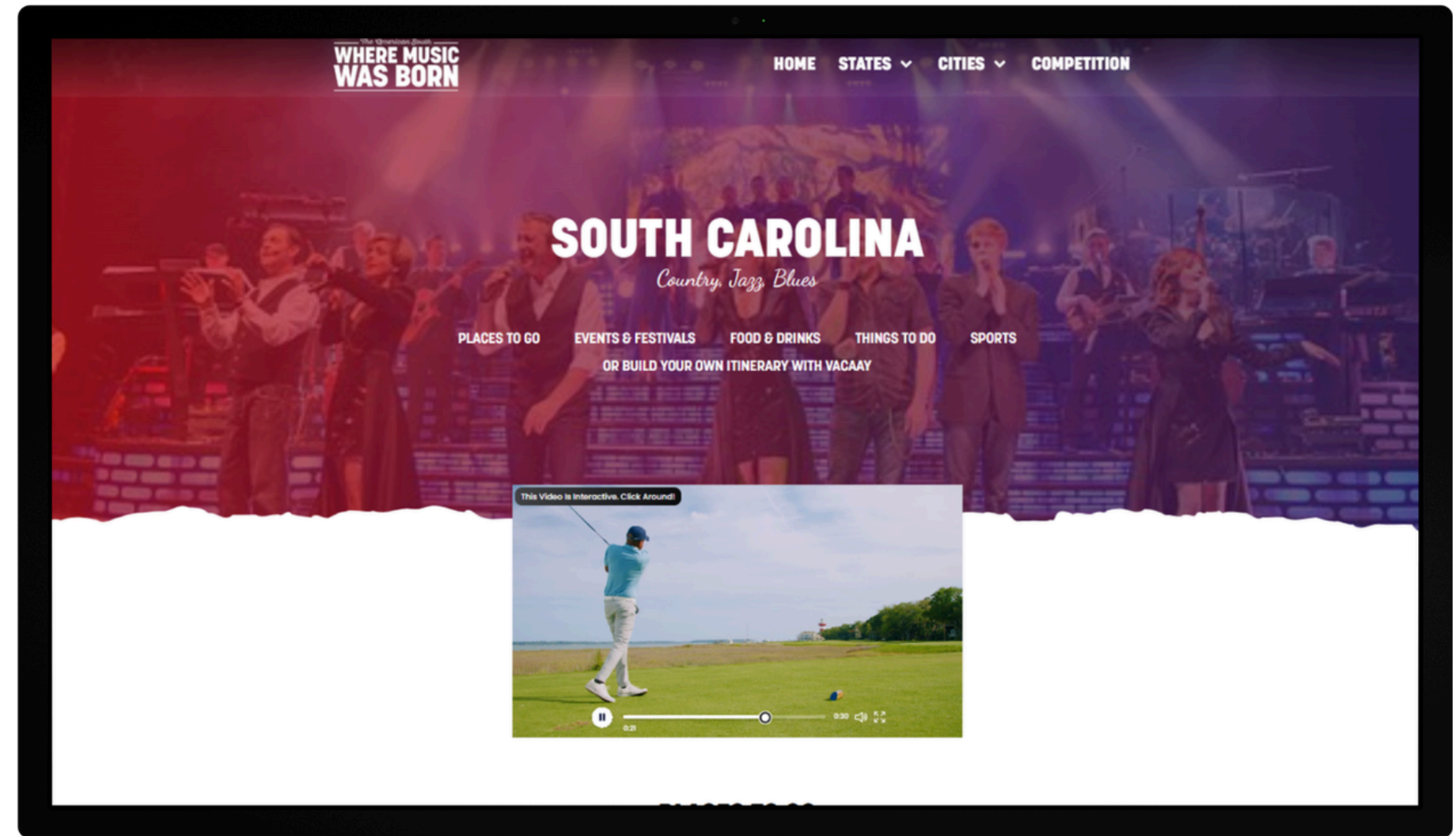


Campaign Actuals | % Of Target Achieved



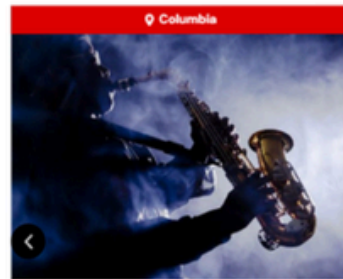


# South Carolina: Destination Page Highlights.





# South Carolina: Destination Page Highlights.



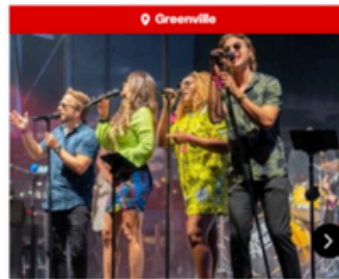
### Main Street JAZZ Fest

Downtown Columbia comes alive with the sounds of Main Street Jazz Fest, where regional and national artists perform under the stars, blending smooth rhythms with local food and culture.



### Music on the Mountain

Set in the Blue Ridge foothills, Pickens' Music on the Mountain fills the air with jazz, blues, and community spirit, offering a scenic backdrop for live performances and local culture.



### euphoria

Greenville's euphoria festival serves up a weekend of food, wine, music, and learning experiences, uniting top chefs, winemakers, and artists in a celebration of Southern hospitality.



### Gather GVL

An open-air food hall built from colorful shipping containers, Gather GVL brings Greenville together with diverse eats, craft drinks, live music, and a fun, family-friendly vibe.



### Dead Dog Saloon

Overlooking Murrells Inlet MarshWalk, Dead Dog Saloon serves fresh seafood, live music, and Southern hospitality, making it a lively waterfront spot for dining and entertainment.

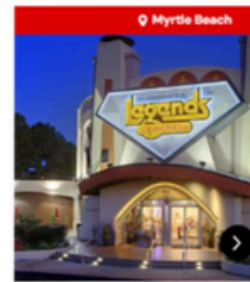


### Henry's on the Market

Established in 1932, Henry's on the Market is Charleston's oldest continuous restaurant, serving Lowcountry classics with rooftop views, live music, and timeless Southern charm.



# South Carolina: Destination Page Highlights.



Myrtle Beach is a bustling coastal town with a rich history and vibrant culture.

### The Carolina Opry Theater

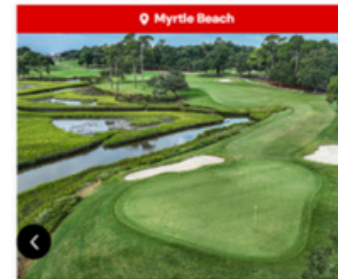
Since 1986, The Carolina Opry Theater has dazzled Myrtle Beach with award-winning live shows, blending music, dance, and comedy in a family-friendly entertainment experience.

### Charleston Music Hall

Set in a historic railroad station, Charleston Music Hall hosts concerts, comedy, and film, blending rich history with a vibrant lineup in an intimate downtown venue.

### Legends in Concert

A Myrtle Beach favorite, Legends in Concert brings celebrity tribute performances to the stage with dazzling performances, music, and costumes celebrating the past and present.



### Myrtle Beach Classic

Making its PGA TOUR debut in 2024, the Myrtle Beach Classic brings top golfers to South Carolina's coast, showcasing championship play amid the Grand Strand's beachside charm.

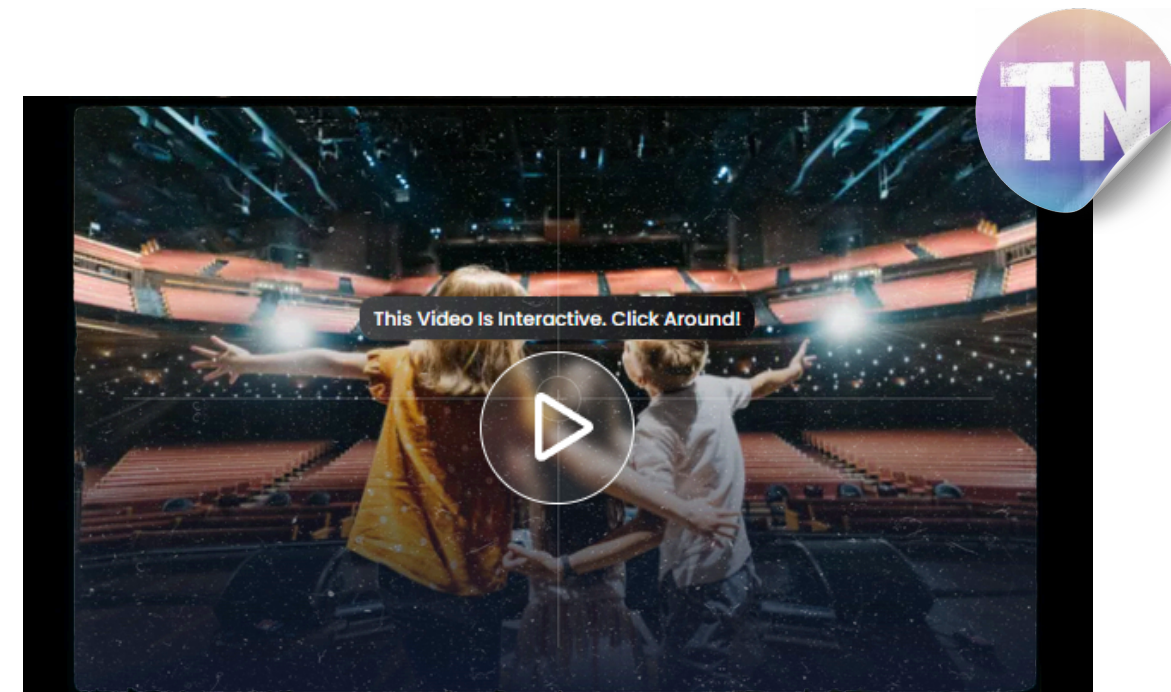
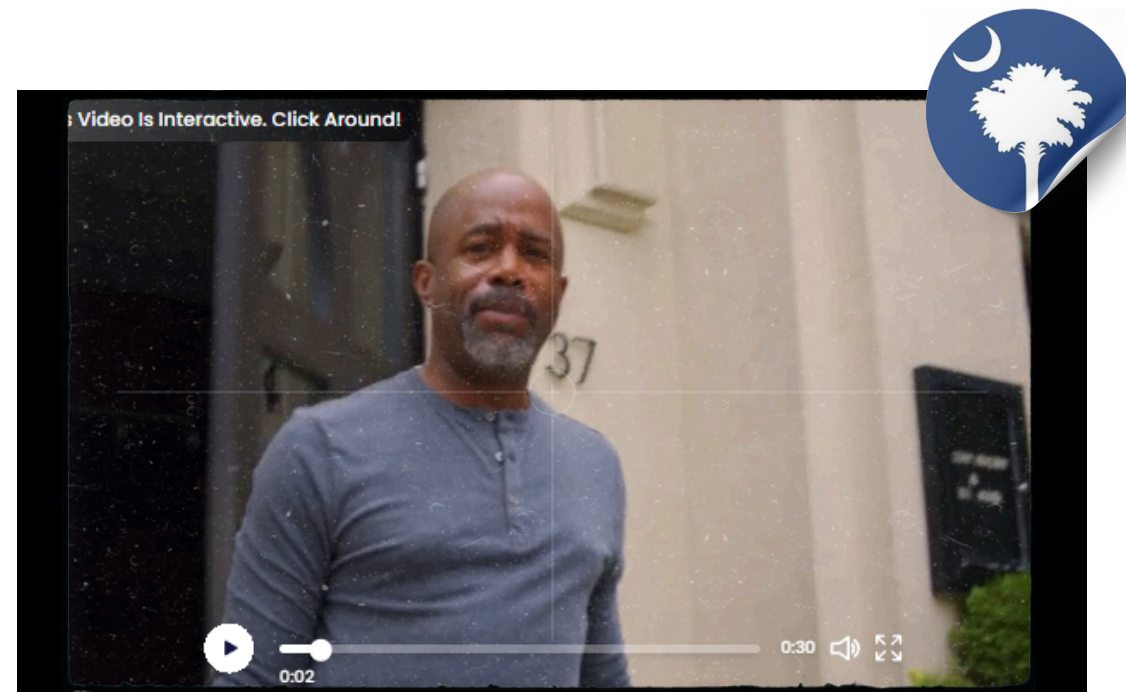
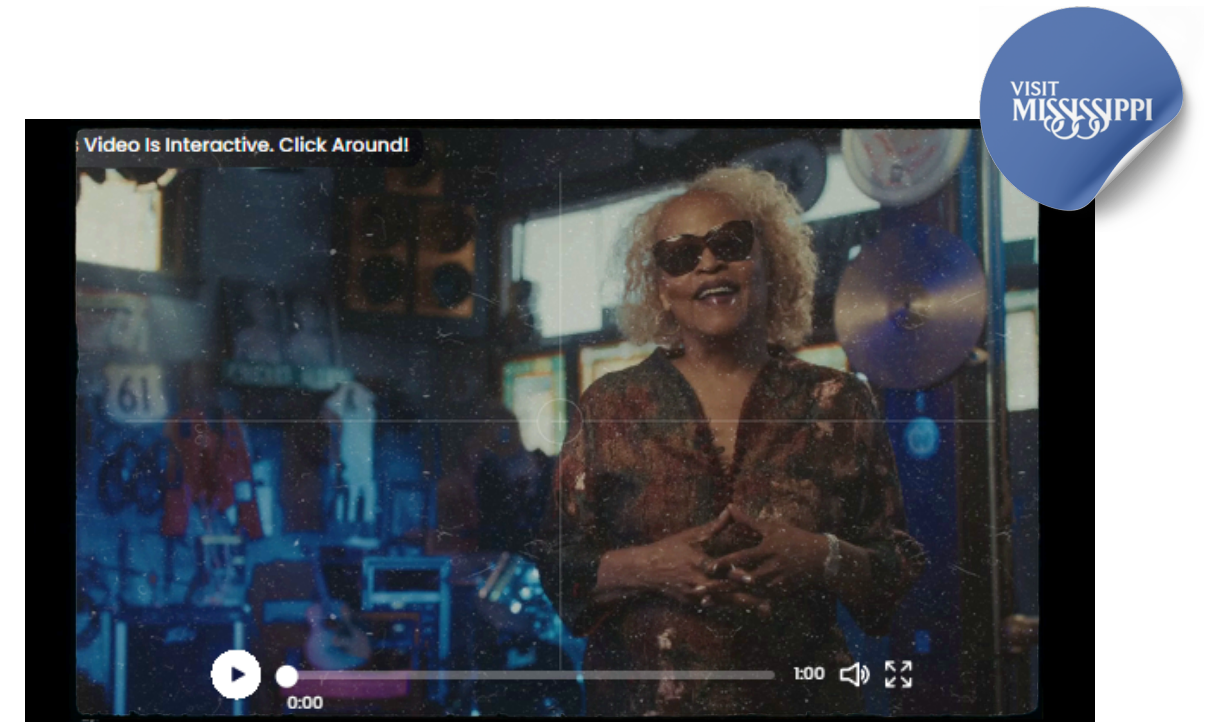
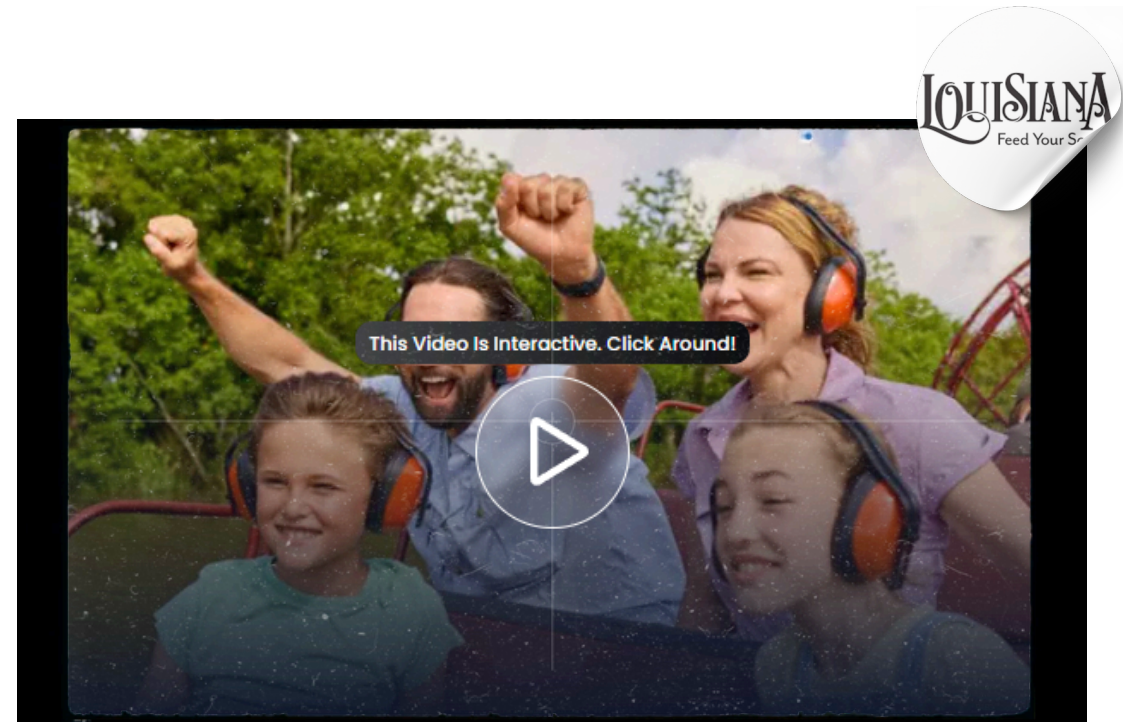
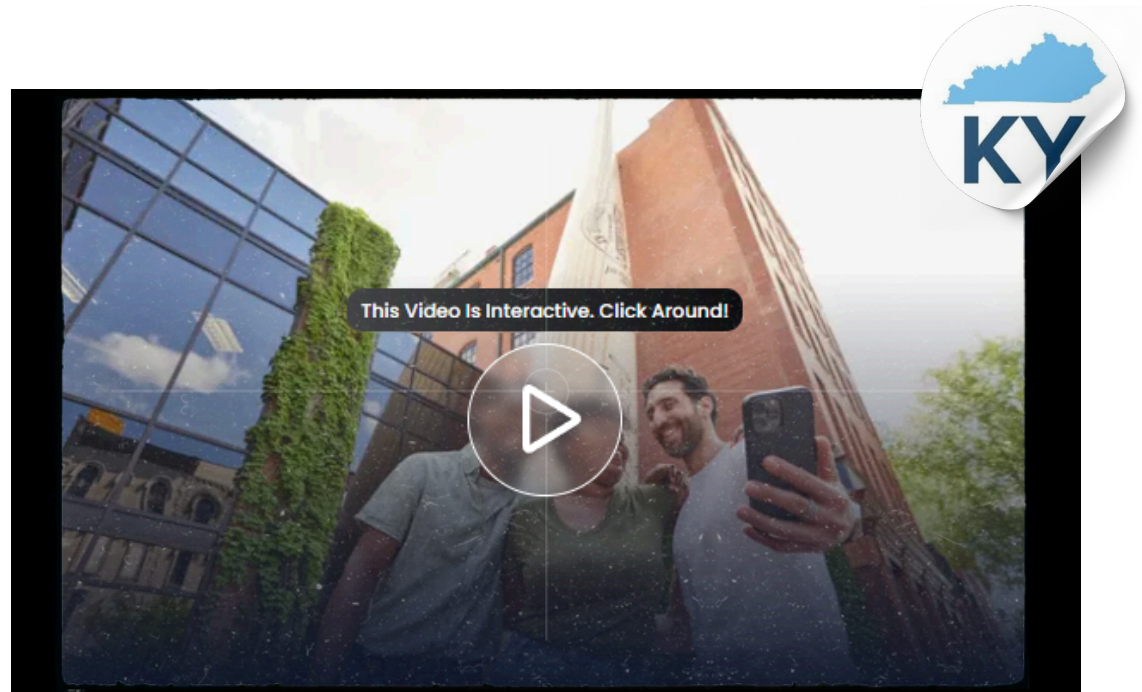
### Credit One Charleston Open

Hosted each spring on Daniel Island, the Credit One Charleston Open is the largest women's-only tennis tournament in North America, showcasing world-class play in a vibrant coastal setting.

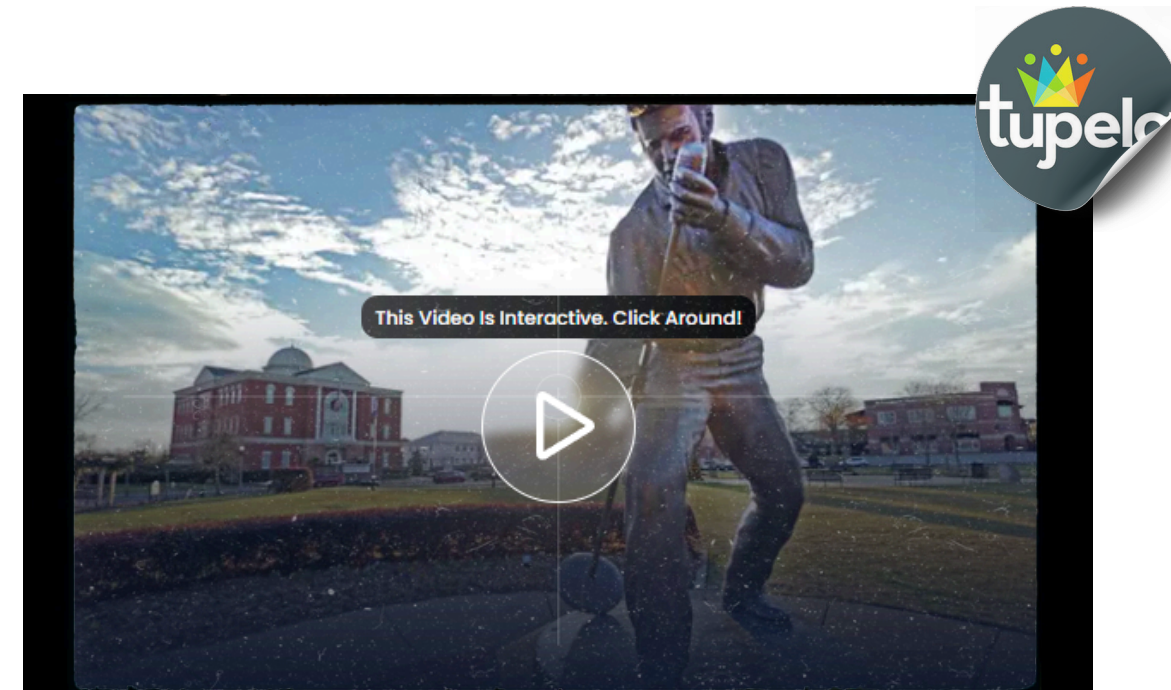
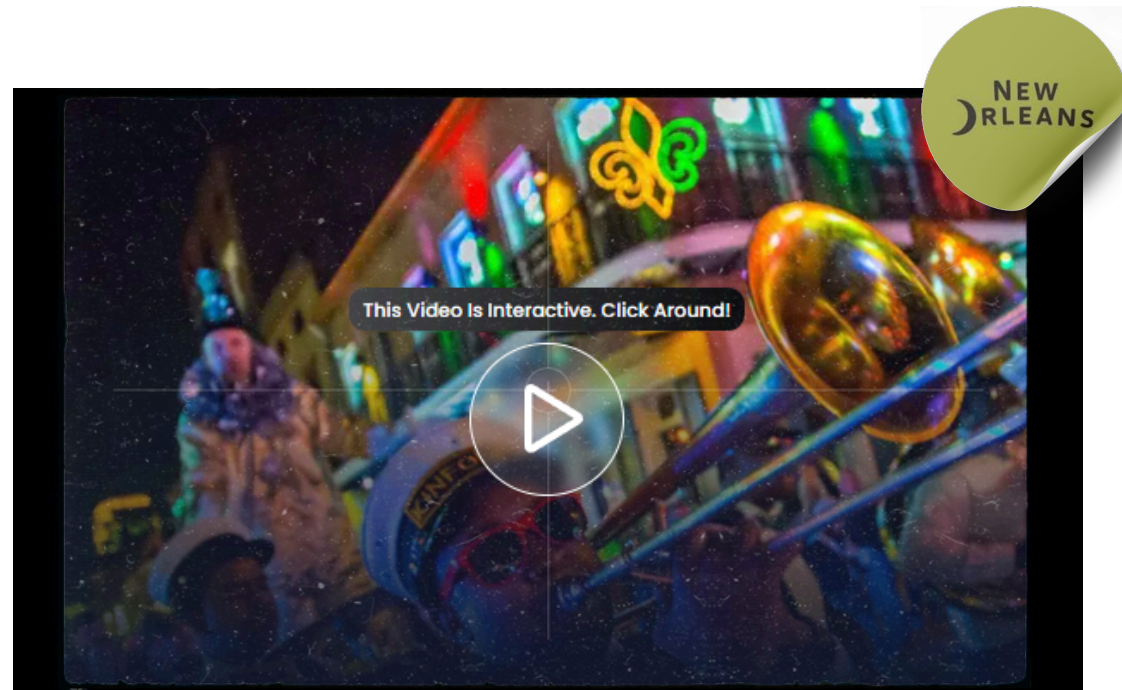
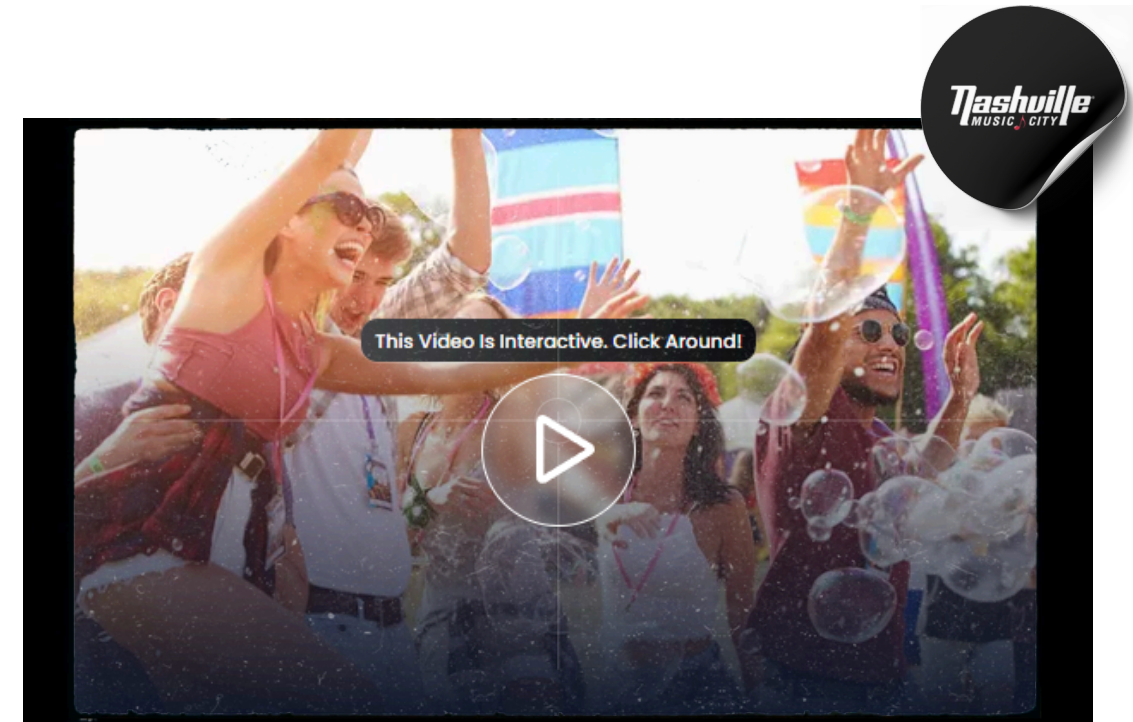
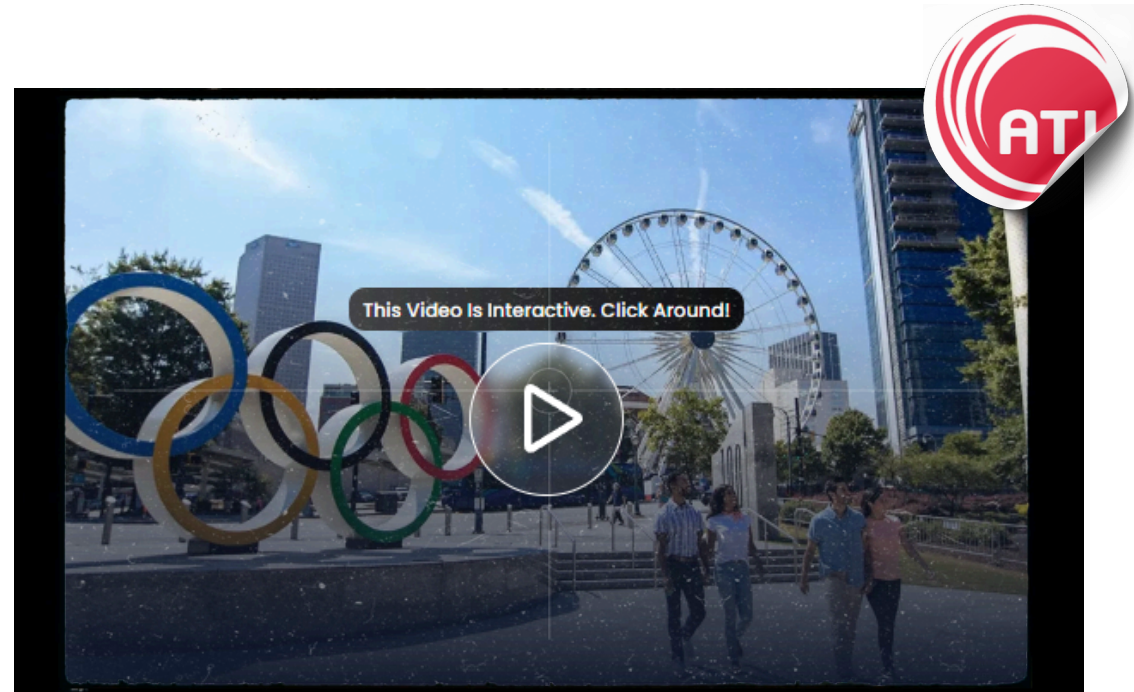
### Carolina Cup

Each spring in Camden, the Carolina Cup draws thousands for a day of thrilling steeplechase racing, Southern tradition, and lively tailgating that has become a beloved social event.

# Interactive Video Links.



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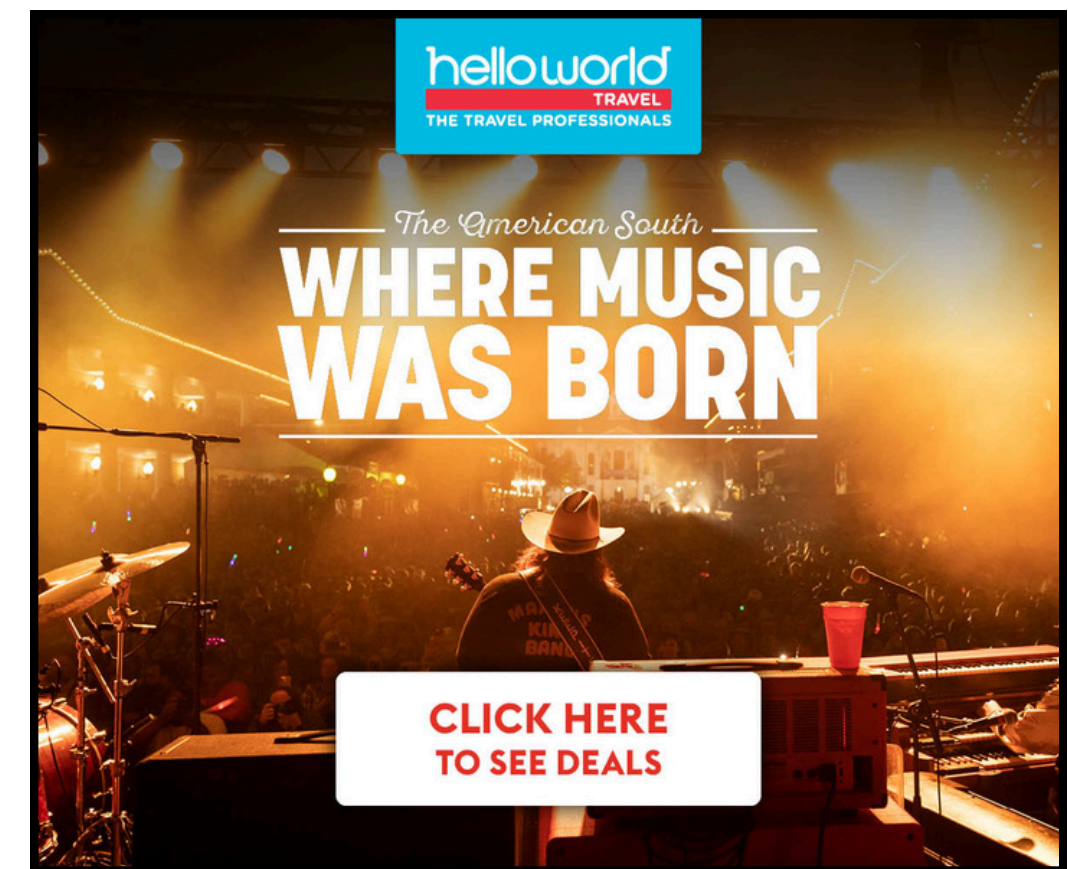
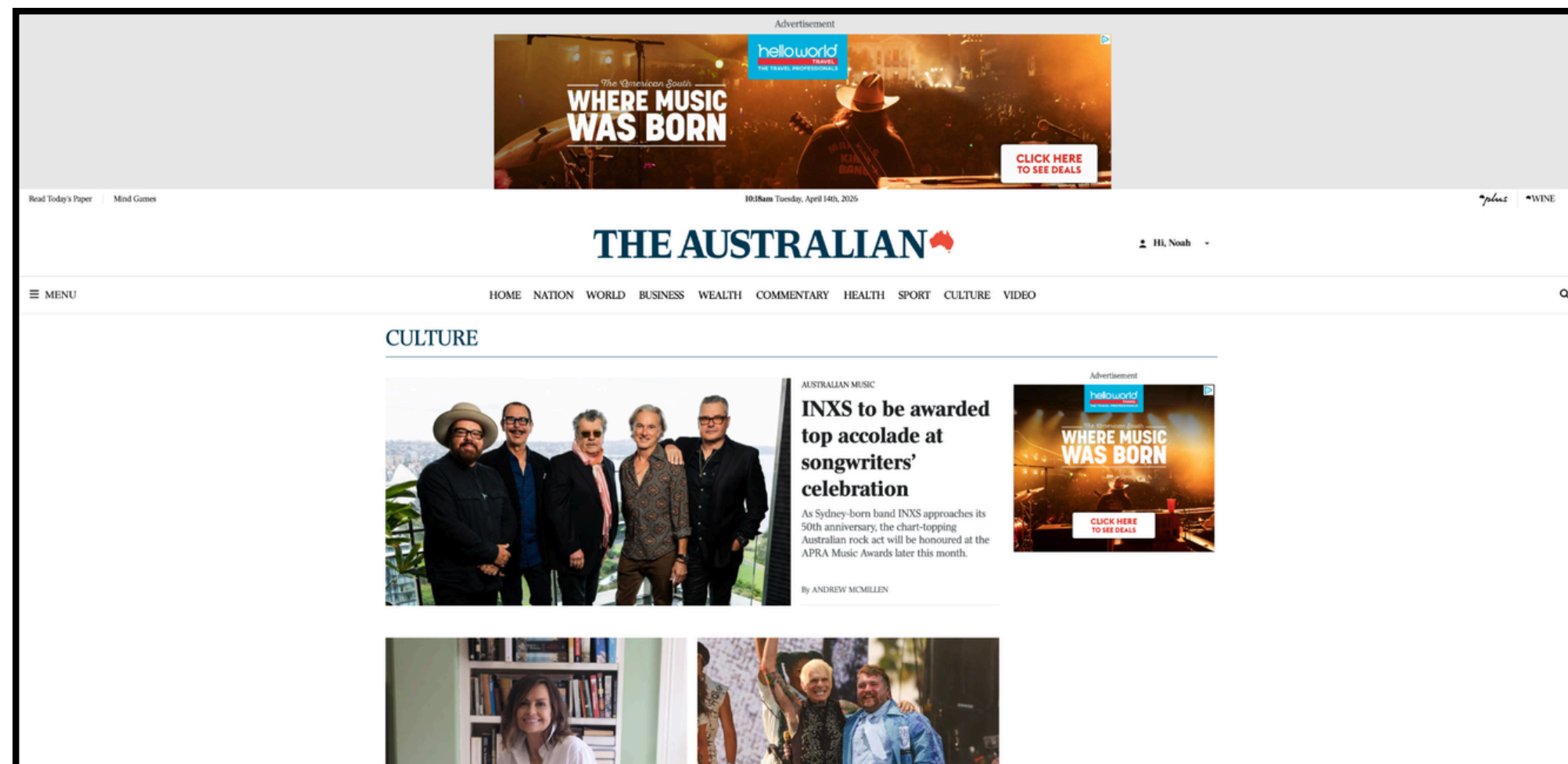




# Trade Retargeting Campaign.



With the campaign delivering effective results, our efficient handling of the marketing budget opened the door for a joint retargeting campaign with Helloworld. With this extra spend, we reached people who had already shown interest in WMWB and guided them back to [Helloworld's South campaign page](#). This extra push generated over **two million impressions** and more than **four thousand clicks** to the site.



# Trade Retargeting Campaign.



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## USA SOUTHERN STATES - WHERE MUSIC WAS BORN

Step into the heart of the American South, the legendary birthplace of blues, jazz, country, and rock 'n' roll. Where Music Was Born invites you to explore the destinations that shaped the soundtrack of America and continue to inspire artists around the world. Journey through iconic music cities and states including Atlanta, Kentucky, Louisiana, Mississippi, Nashville, New Orleans, South Carolina, Tennessee, and Tupelo. Discover the venues where history was made, the neighbourhoods where new sounds are rising, and the festivals that keep the Southern spirit alive. Whether you're chasing live music, craving authentic Southern food, or looking to experience vibrant culture, nightlife, sports, and local attractions, you'll find unforgettable stories in every stop. Begin your adventure through the rhythms, roots, and soul of the South — and enter for a chance to win the ultimate dream trip to the place where music truly began.

### DEALS

21 nights from: **\$5,799**

22 Day Southern USA Road Trip

14 nights from: **\$2,369**

15 Day Bourbon, Bluegrass & Horse Country Self Drive

13 nights from: **\$3,179**

14 Day The Civil Rights History Trail Self Drive

8 nights from: **\$3,299**

9 Day Southern Discovery Escorted Tour  
**ATLANTA, CHARLESTON, SAVANNAH, MONTGOMERY, NEW ORLEANS**

7 nights from: **\$2,459**

8 Day Rhythms Of The South Escorted Tour  
**NEW ORLEANS, NATCHEZ, MEMPHIS, NASHVILLE, ATLANTA**

SUPPORTING

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## USA's Southern States

Step into the heart of the American South, the legendary birthplace of blues, jazz, country, and rock 'n' roll. Where Music Was Born invites you to explore the destinations that shaped the soundtrack of America and continue to inspire artists around the world. Journey through iconic music cities and states including Atlanta, Kentucky, Louisiana, Mississippi, Nashville, New Orleans, South Carolina, Tennessee, and Tupelo. Discover the venues where history was made, the neighbourhoods where new sounds are rising, and the festivals that keep the Southern spirit alive. Whether you're chasing live music, craving authentic Southern food, or looking to experience vibrant culture, nightlife, sports, and local attractions, you'll find unforgettable stories in every stop. Begin your adventure through the rhythms, roots, and soul of the South — and enter for a chance to win the ultimate dream trip to the place where music truly began.

### Featured Deals

8 Day Rhythms of the South Escorted Tour  
 United States of America

7 Nights

From **\$2,459\***

per person twin share

9 Day Southern Discovery Escorted Tour  
 United States of America

9 Nights

From **\$3,299\***

per person twin share

22 Day Southern USA Road Trip  
 United States of America

21 Nights

From **\$5,799\***

per person twin share

14 Day Civil Rights History Trail Self Drive  
 United States of America

13 Nights

From **\$3,179\***

per person twin share

\*Prices are exclusive of fees which may be payable at time of booking

Explore

Company

Quick links

Awarded

Member of

Payment methods accepted

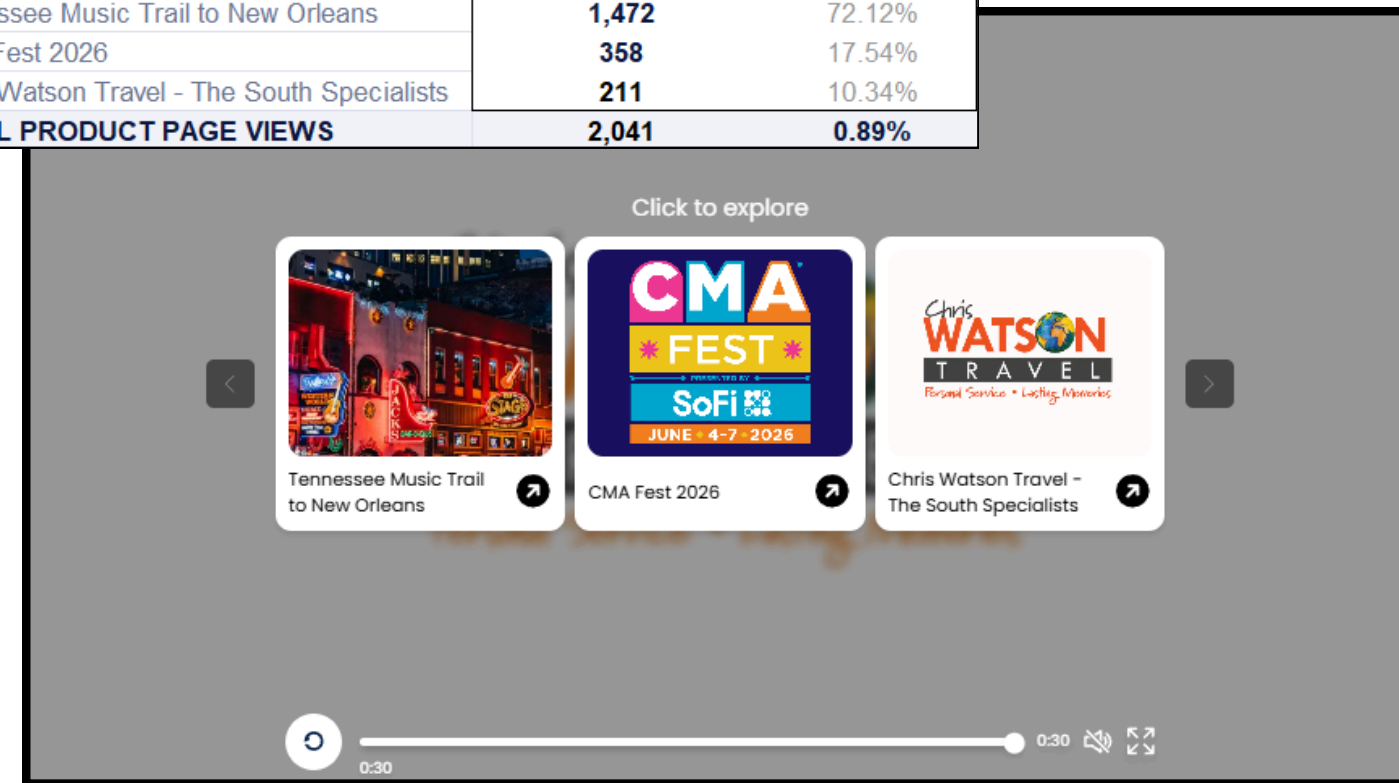
# Video-led Trade Lookalike Campaign.



We were also able to roll out a trade-conversion video campaign thanks to our partners at **Chris Watson Travel** and **Clicktivated**. This specially produced video asset was delivered to a niche-targeted audience of **335,474 Southern music lovers** in Australia, which resulted in a reach of just under **230k** and an incredible **2,041 clickouts** (at a **CTR of 0.89%**) to Chris Watson Travel's South tours and packages pages.



ENGAGEMENT BREAKDOWN		
Travel South - Chris Watson Travel (AUS)	Clickouts	CTR
Tennessee Music Trail to New Orleans	1,472	72.12%
CMA Fest 2026	358	17.54%
Chris Watson Travel - The South Specialists	211	10.34%
<b>TOTAL PRODUCT PAGE VIEWS</b>	<b>2,041</b>	<b>0.89%</b>





# Chris Watson Travel Extension.



Chris also continued to beat the WMWB drum - activating and advocating for us at events in January.



**Chris WATSON TRAVEL**  
Personal Service • Lasting Memories

## TRAVEL SOUTH WHERE MUSIC WAS BORN

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Discover the venues where history was made, the neighbourhoods where new sounds are rising, and the festivals that keep the Southern spirit alive. Whether you're chasing live music, craving authentic Southern food, or looking to experience vibrant culture, nightlife, sports, and local attractions, you'll find unforgettable stories in every stop.

Begin your adventure through the rhythms, roots, and soul of the South – and enter for a chance to win the ultimate dream trip to the place where music truly began.

**TravelSouth USA**  
All Y'all Are Welcome

## TRAVEL SOUTH WHERE MUSIC WAS BORN

Discover the soul of the American South on a self-drive adventure through Tennessee and Kentucky. From Nashville's legendary honky-tonks to the rolling hills of horse country, this journey hands live music, bourbon tastings, and iconic attractions like Jack Daniel's Distillery and Dollywood. Explore charming towns, historic distilleries, and the birthplace of bluegrass—all at your own pace.

**HIGHLIGHTS:**

- Take a scenic drive into the Great Smoky Mountains or take a visit to Dollywood
- Visit a horse-raised farm or the Kentucky Horse Park in Lexington
- Lexington's Historic Downtown is perfect for great food, boutiques, and local art
- Savour the drinks on Bourbon Row, Louisville at the numerous urban distilleries
- Owensboro is the bluegrass capital and can learn more at the Bluegrass Music Hall of Fame

**INCLUDES:**

- 2 nights at Comfort Inn & Suites Nashville Downtown - Stadium \*\*\* in a Standard Room
- 1 night at Hampton Inn Tallahoma \*\*\* in a Standard Room
- 1 night at Best Western Plaza Inn, Pigeon Forge \*\*\* in a Standard Room
- 5 nights Days Inn by Wyndham Lexington Southeast \*\*\* in a Standard Room
- 1 night at Quality Inn & Suites, Cincinnati \*\*\* in a Standard Room
- 1 night at Super 8 by Wyndham Indianapolis \*\*\* in a Standard Room
- 1 night at Econo Lodge Downtown, Louisville \*\*\* in a Standard Room
- 2 nights at Best Western Plus Owensboro \*\*\* in a Standard Room
- 15 days Alamo car hire in a Nissan Versa or similar\*

**15 DAY BOURBON, BLUEGRASS & HORSE COUNTRY SELF DRIVE**

**14 DAY CIVIL RIGHTS HISTORY TRAIL SELF DRIVE**

Experience the freedom of the open road as you journey through the American South, tracing the powerful stories of the Civil Rights Movement and immersing yourself in the region's rich musical and cultural heritage. From Nashville's soulful roots to Memphis' legendary blues, Jackson's pivotal landmarks, and Savannah's charming squares, this self-drive adventure offers flexibility, discovery, and unforgettable moments at every turn.

**HIGHLIGHTS:**

- Spend a night exploring Beale Street, Memphis known for blues music and nightlife
- Walk the cobblestone streets in Savannah's historic district
- Visit a historic 1950s meeting place for voting rights at the Butler Chapel AME Zion Church
- Visit the Medgar Evers Home Museum in Jackson, this is a historic site of the civil rights leader's home
- Discover the legacy of Dr. Martin Luther King Jr. through exhibits, his birth home, and the reflecting pool in Atlanta

**INCLUDES:**

- 1 night at Comfort Inn & Suites Nashville Downtown - Stadium \*\*\* in a Standard Room
- 2 nights at Comfort Inn Memphis Downtown \*\*\* in a Standard Room
- 2 nights at Hampton Inn & Suites Jackson Downtown - Coliseum, Jackson \*\*\* in a Standard Room
- 1 night at Super 8 by Wyndham Tuscaloosa \*\*\* in a Standard Room
- 1 night at Best Western Montgomery 185 North Hotel \*\*\* in a Standard Room
- 1 night at Days Inn by Wyndham Albany \*\*\* in a Standard Room
- 1 night at Clu Best Western Savannah - Gateway 195 \*\*\* in a Standard Room
- 2 nights at Hilton Garden Inn Atlanta - Buckhead \*\*\* in a Standard Room
- 1 night at Best Western Plus Carlton Suites, Birmingham \*\*\* in a Standard Room
- 1 night at Comfort Inn & Suites Nashville Downtown - Stadium \*\*\* in a Standard Room
- 15 days Alamo car hire in a Nissan Versa or similar\*

**CHRIS WATSON TRAVEL**  
1300 552 032  
Info@chriswatsontravel.com.au  
238 Broad Street TAMWORTH NSW 2340

# The Competition.



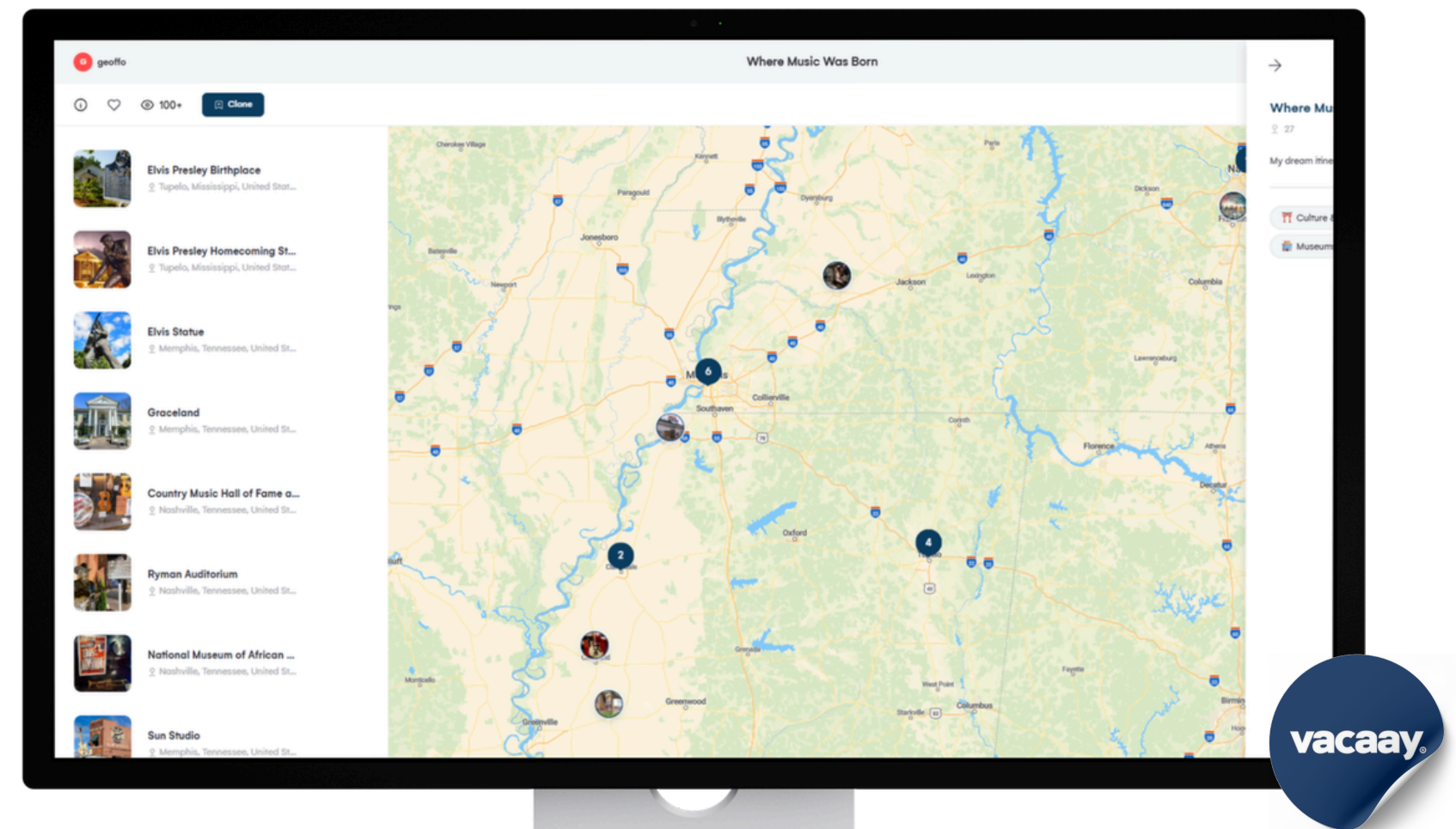
The campaign drove **622 responses**, with **459** opting in to receive third party information from all campaign partners. While this was down from last year, it's important to note we were not active at a music festival event this year collecting data directly. Considering, this is a very strong result. **31** of these entries submitted a custom-itinerary they created on **Vacaay** using existing content on the platform.



# The Winning Entry.



*“As an Aussie fan of the blues, a trip to Mississippi and Tennessee would rock my heart! To follow in the footsteps of Elvis in Tupelo and feel the rhythm of Nashville’s stories would be a dream pilgrimage. I want to experience the authentic spirit where music was born, soaking up the heritage, soul and magic that shaped the world’s soundtrack!”*



# Thanks to Our Supporting Partners.



# The Final Word.

Where Music Was Born 2.0 successfully evolved the "Encore Edition" vision into a high-performance reality, transforming the American South from a travel destination into a vivid, multi-sensory experience for the Australian market; successfully reaching "Music Pilgrims" - passionate travelers seeking authentic cultural connections. Our media delivery strategy was sound, resulting in a staggering 15.2 million impressions and reaching over 3.2 million unique individuals, more than doubling the campaign's original targets.

Deeper and city-based landing pages allowed travelers to move seamlessly from inspiration to discovery. These interactive assets invited users to dive into the heart of the South's heritage, exploring not only its musical landmarks but also its world-class culinary scenes, sport, attractions and rich history. This deep engagement was reflected in the 40k+ on-site interactions, proving that the campaign's storytelling resonated on a practical level with travelers ready to map out their own southern pilgrimages. A cornerstone of this efficient engagement was the integration of innovative video technology and the use of Vacaay's in-built itinerary planner for the competition.

The campaign also demonstrated exceptional trade support and partnership, maintaining a perfect balance of media spend while capturing high-intent leads. Collaborations with partners Helloworld and Chris Watson Travel turned digital interest into tangible travel intent, generating thousands of direct clickouts to specific tour packages. Combined with 459 high-quality opt-in leads captured from the competition, the campaign established a robust foundation for future conversion, cementing the American South's position as a premier destination for travelers seeking the world's most authentic musical and cultural heartbeat.

**Thank y'all.**



**Thank you.**